



Publicly Accessible Information

In the Marine Corps Web

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MC News



Current State of Affairs

www.usmc.mil

- Join (Recruiting)
- Units (Major League Baseball...?)
- Career (Schools, Civilian, Military, Admin, tie into M&RA, MOL, etc.)
- News (Main page, uploads, Marines Magazine, Navy & MC News)
- Family (Family Readiness, Key Volunteers, Health, Personal, etc.)
- Community (ComRel info, events, Marine Corps reaching out)
- HQMC (Chain of Command Info)
- Pubs (One stop shopping)
- Locator (Information Location)
- Links (Plays nice with others)



What Drives The Train?

Policy and Procedure

- DoD Website Policy
 - Web site administration Policies & Procedures
- DoD Web Policy
 - Establishing and maintaining a publicly accessible DoD web information service
- Public Law 100-235
 - Computer Security Act
- SecNav Instruction 5720.47
 - Dept of Navy Website Policy
- DoD Instruction 5230.29
 - Security of Public Information
- Section 508
 - Disabilities Act



Current Events

How Have We Assimilated This Information?

- Bases & Stations
- Commands
- Organizations
- Units

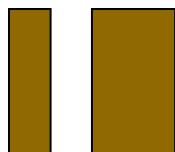
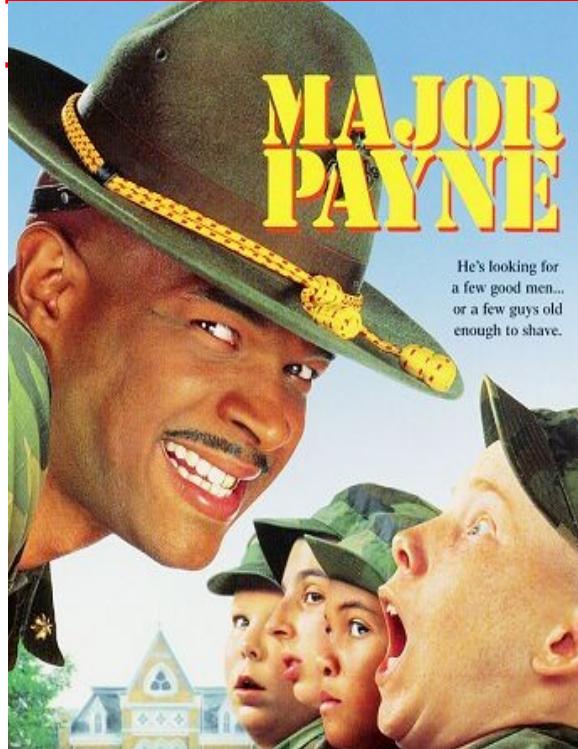


Custom Development





Uniformity and Demos



Open sites



Attention To Detail

Help Is Needed

- Industry Norms/ Development standards (W3C, Click Rule, Screen usage, etc)
- Page standards required
- Uniformity issue
- Navigation concerns
- Marine Corps Story
- Public Perception
- CMC “Interest”

- ACMC assigns Information Technology Steering Group

- Interagency management oversight of IT
- Allocation of supporting IT resources
- Monitor and evaluate compliance
- Identify IT system needs
- Monitor performance
- Develop overall USMC IT policy, processes, procedures, and standards

**How does this
affect me?**



Sub Committee on Website Standards

Not Being Done in a Vacuum

- Sub Committee established to recommend and implement changes
 - Webmaster's conference
 - Chartered with ACMC via ITSG
 - Representation from throughout the Corps
 - Working group has met to develop baseline
 - Standards are in process
 - Contracting being reviewed
 - Prototype constructed



Sub Committee on Website Standards *(continued...)*

- Marine Corps Order 5720.xx has been staffed
- MarAdmin to preface
- Corps wide standards to implement
- Hosting solution offered
- Development solution available (soon)
- Style Guide to be published
- Gain efficiency, compliance, and uniformity



What are *the Basics*?

- Standard Search Link
- Global Navigation
- Local Navigation
- On-brand images
 - Stengthen Recruiting Message
 - Unit logo co-located
- Standard look and feel



Global Toolbar

- Established baseline at Webmasters conference
- Based on tried and true methods
- Navigation Relevance
 - Recruiting
 - HQMC
 - Units
 - FAQ
 - Search



Page Standards

- Colors
- Elements
- Links (IAW regulations)
- Fonts
- Image size
- Disclaimers, notifications, etc
- Section 508 Compliance
- CSS, Centralized capabilities



Enforcement and Authority

- Public Affairs
 - Release Authority responsible for publishing of public message/info
 - Review process for publishing
- C4
 - Responsible for technical details and infrastructure
- Delivery Model – shared responsibility



Is a Storm Rolling In?

What is in store for the next few months



- Marine Corps Order published
- 90 day compliance window
- Standard navigation, organization, hierarchy
- Hosting solution provided
- Short term funding sought
- Contract vehicle determined
- Style Guide published



A Silver Lining?

Mid to Long Term Intent



- Centralized hosting capability with portal technology
- Wireless publishing of content
- Seamless integration with sites
- Centralized and robust search capabilities
- Standardized and customizable modules for Corps wide use
- Community “building”



Long-Term Intent (continued...)

Long Term Intent

- Personalization (unit and command level) - “MyCorps.mil”...
- Marine Corps News subscription service
- Site (Hierarchical) Metric capabilities
- Marines Magazine Online
- Downloads
- Streaming video
- Integration of “business” applications
 - Travel, Orders, Pay
 - Billet openings
 - PFT upload
 - Information Access (Almanac in real-time)



Building Community

Marine Universe

- Leadership training
- Students
- Kid's Page
- Games
- Sounds
- Videos
- Bells and Whistles



Concerns

Speed Bumps along the Way...

- Funding, funding, funding
 - POM
 - Short & Mid term funding
 - Contract renewal
 - \$ spent in the field
 - Lower ROI due to manpower misallocation
- Dot “mil” vs. Dot “com”
- Standardize NIPR
- Internet vs. Intranet (security issues)
- Policy (infrastructure conflicts)
 - Flash, plug-ins, bandwidth limitations for NIPR
- MEU connectivity issues



Questions

Comments, Concerns, Verbal Abuse...?

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